

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A shelf talker two-part label for displaying product information on an edge portion of a shelf, comprising:
a label sheet having upper and lower end portions defining respective first and second parts of said label, and first and second faces;
5 said second face of said label sheet having adhesive provided thereon for adhesively coupling at least a portion of said label sheet to the edge portion of the shelf;
said first face of said label sheet ~~being adapted to have~~ having the product information printed thereon;
said label sheet having a first line of weakness formed within said label sheet extending 10 completely between said upper and lower end portions and defining a line separating said upper and lower portions into said first and second parts so that said upper and lower end portions are separated from one another when said label sheet is broken along said first line of weakness, said line of weakness being oriented substantially parallel with lines of said product information printed on said first face; and
15 a liner sheet operatively coupled to said adhesive and the second face of said label sheet.

2. (Currently Amended) The shelf talker label of claim 1 further comprising a second line of weakness formed within said liner sheet to define a secondary liner that is selectively separable from said liner sheet.

3. (Currently Amended) The shelf talker label of claim 2 wherein said secondary liner is located closely adjacent on the lower end portion of said label sheet.

4. (Currently Amended) The shelf talker label of claim 3 wherein said secondary liner is formed to have a size and shape approximating a size and shape of said lower end portion of said label sheet.

5. (Currently Amended) The shelf talker label of claim 4 wherein said secondary liner is slightly smaller in size than the lower end portion of said label sheet.

6. (Currently Amended) The shelf talker label of claim 5 wherein said secondary liner is positioned with respect to the lower end portion of said label sheet so that if said secondary liner is separated from said liner sheet and said liner sheet is separated from said label sheet, a portion of the second face of said lower end portion of said label sheet will become exposed.

7. (Currently Amended) The ~~shelf talker~~ label of claim 1 wherein the upper end portion of said label sheet is provided with a size approximating a size of a width of the edge portion of the shelf.

8. (Currently Amended) The ~~shelf talker~~ label of claim 1 wherein said liner sheet is comprised of a lightweight, non-curl liner material.

9. (Currently Amended) The ~~shelf talker~~ label of claim 1 wherein said liner sheet material is comprised of polypropylene.

10. (Currently Amended) The ~~shelf talker~~ label of claim 1 wherein the product information is printed on the first face of said label sheet by flash fusion.

11. (Currently Amended) The ~~shelf talker~~ label of claim 1 wherein the first surface of the lower end portion of said label sheet is provided with promotion-specific information relating to the product.

12. (Currently Amended) The ~~shelf talker~~ label of claim 1 wherein said label sheet includes a plurality of label sheets, each having respective upper and lower end portions, and respective first and second faces, and respective first lines of weakness separating said upper and

lower end portions, said label sheets being operatively coupled to said liner sheet in spaced-apart
5 relationships with one another.

13-19. (Canceled)

20. (Withdrawn) A method of using the shelf talker according to claim 19 comprising
the steps of:

removing said liner sheet from at least one of said plurality of label sheets but leaving
said secondary liner associated with said at least one of said plurality of label sheets coupled to
5 said at least one of said plurality of label sheets;

adhesively coupling at least a portion of said at least one of said plurality of label sheets
to the edge portion of the shelf to display the product information for a product promotion;

detaching said lower end portion of said at least one of said plurality of label sheets from
said upper end portion at said line of weakness upon a completion of said product promotion;

10 and

leaving the upper end portion of said at least one of said plurality of label sheets
adhesively coupled to the edge portion of the shelf for a selective period of time.

21. (Currently Amended) In combination, a label and an object to which the label is
secured, said combination comprising:

a label sheet having upper and lower end portions and first and second faces;

5 said second face of said label sheet having adhesive provided thereon for coupling

[[a]]said upper portion of said label sheet to an edge portion of an object to which the label is attached;

10 said first face of said label having product information printed thereon;

15 said label sheet having a line of weakness formed ~~within said label sheet thereon~~ and extending between said upper and lower end portions and defining a line separating said upper and lower end portions so that said upper and lower end portions are separated from one another when said label sheet is broken along said line of weakness;

20 a ~~liner sheet secondary liner~~ coupled to said ~~adhesive and said second face lower end portion of said label sheet, said secondary liner having a shape approximating a shape of said lower end portion;~~ and

25 wherein said lower end portion extends substantially vertically below the upper end portion and not in contact with the object.